An open letter to the fresh produce industry re: case labels

June 15, 2021

We committed to the use of the standardized case label developed in conjunction with the fresh produce associations in Canada and the United States. Our vendor/buyer relationships are the foundation of our business and we recognize the value to the entire supply chain having standardized processes, where it makes sense for the business including the use a harmonized label format for all fresh produce items. For this reason, our organization is supportive of the use of this label in its current format.

If you have questions about our implementation, please contact me or anyone on our team.

Sincerely,

MIKE FERGUSON
Vice President